That which is claimed:

1. A method comprising:

receiving a search query;

determining a personalized result by searching a personalized search object using the search query;

determining a general result by searching a general search object using the search query; and

providing a search result for the search query based at least in part on the personalized result and the general result.

2. The method of claim 1, wherein the personalized search object comprises an article associated with a bookmark.

3. The method of claim 2, wherein an index associated with the bookmark is stored on a server remote from a client with which the bookmark is associated.

4. The method of claim 2, wherein an index associated with the bookmark is stored on a client with which the bookmark is associated wherein searching of the personalized search object is performed by a client-side agent.

5. The method of claim 1, wherein the general search object comprises an index of articles.

6. The method of claim 5, wherein the index comprises an index of articles associated with a global computer network.

7. The method of claim 1, wherein providing the search result for the search query comprises combining the personalized result and the general result.

8. The method of claim 1, wherein the general search object comprises a plurality of global indices.

9. The method of claim 1, wherein the personal search object comprises a plurality of bookmarks.

10. The method of claim 1, wherein the personal search object comprises an annotation.

11. The method of claim 1, wherein the personal search object comprises a rating.

12. The method of claim 1, wherein the search result comprises a plurality of search results and further comprising sorting the plurality of search results based at least in part on an origin of each of the plurality of search results.

13. The method of claim 12, wherein the origin comprises the personal search object.

14. The method of claim 12, wherein the origin comprises the general search object.

15. The method of claim 1, wherein the search result comprises a plurality of search results and further comprising marking each of the plurality of search results that comprise a personalized result.

16. The method of claim 1, wherein the search result comprises a plurality of search results and further comprising sorting the plurality of search results based at least in part on a rating of each of the plurality of search results.

17. The method of claim 1, further comprising providing an advertisement based at least in part on the search result.

18. The method of claim 1, further comprising identifying a cluster of users based at least in part on the personalized search object.

19. The method of claim 1, further comprising identifying a personal search object based at least in part on an implicit measure.

20. The method of claim 19, wherein the implicit measure comprises a history of user accesses.

21. The method of claim 19, wherein the history of user accesses comprises at least one of: a period of linger time, a quantity of repeat visits, and a quantity of click-throughs.

22. A method comprising:

receiving an article identifier;

receiving a user behavior measure associated with the article identifier; and

determining an implicit rating of the article identifier based at least in part on the user behavior measure.

23. The method of claim 22, wherein the user behavior measure comprises a history of user accesses.

24. The method of claim 23, wherein the history of user accesses comprises at least one of: a period of linger time, a quantity of repeat visits, and a quantity of click-throughs.

25. The method of claim 22, further comprising identifying the article identifier as a personal search object.

26. The method of claim 25, further comprising identifying the article identifier as a personal search object if the implicit rating is greater than a threshold.

27. The method of claim 25, wherein the personal search object comprises a bookmark.

28. The method of claim 22, wherein receiving an article identifier comprises retrieving an article identifier from a database.

29. A method comprising:

receiving personalized association data associating a text string with a uniform resource locator (URL);

storing the personalized association data in a personalized search object;

receiving an input signal comprising the text string;

determining the URL associated with the text string; and

displaying an article associated with the URL.

30. The method of claim 29, wherein receiving personalized associated data comprises receiving personalized association data from a user.

31. The method of claim 29, wherein the text string comprises a search query.

32. The method of claim 29, wherein receiving the input signal comprises receiving the input signal from an address input box.

33. The method of claim 29, wherein the text string comprises a URL-format text string.

34. The method of claim 29, wherein the text string comprises a short-hand indicator of the URL.

35. The method of claim 29, further comprising receiving the article associated with the URL from a global computer network element.

36. The method of claim 29, wherein the determining the URL associated with the text string occurs without searching a general search object.

37. A computer-readable medium on which is encoded program code, the program code comprising:

program code for receiving a search query;

program code for determining a personalized result by searching a personalized search object using the search query;

program code for determining a general result by searching a general search object using the search query; and

program code for providing a search result for the search query based at least in part on the personalized result and the general result.

38. The computer-readable medium of claim 37, further comprising program code for providing an advertisement based at least in part on the search result.

39. The computer-readable medium of claim 37, further comprising program code for identifying a cluster of users based at least in part on the personalized search object.

40. The computer-readable medium of claim 37, further comprising program code for identifying a personal search object based at least in part on an implicit measure.

41. A computer-readable medium on which is encoded program code, the program code comprising:

program code for receiving an article identifier;

program code for receiving a user behavior measure associated with the article identifier; and

program code for determining an implicit rating of the article identifier based at least in part on the user behavior measure.

42. The computer-readable medium of claim 41, further comprising program code for identifying the article identifier as a personal search object.

43. The computer-readable medium of claim 41, further comprising program code for identifying the article identifier as a personal search object.

44. The computer-readable medium of claim 43, further comprising program code for identifying the article identifier as a personal search object if the implicit rating is greater than a threshold.

45. A computer-readable medium on which is encoded program code, the program code comprising:

program code for receiving personalized association data associating a text string with a uniform resource locator (URL);

storing the personalized association data in a personalized search object;

receiving an input signal comprising the text string;

determining the URL associated with the text string; and

displaying an article associated with the URL.

46. The computer-readable medium of claim 45, wherein program code for receiving personalized associated data comprises program code for receiving personalized association data from a user.

47. The computer-readable medium of claim 45, wherein program code for receiving the input signal comprises program code for receiving the input signal from an address input box.

48. The computer-readable medium of claim 45, further comprising program code for receiving the article associated with the URL from a global computer network element.